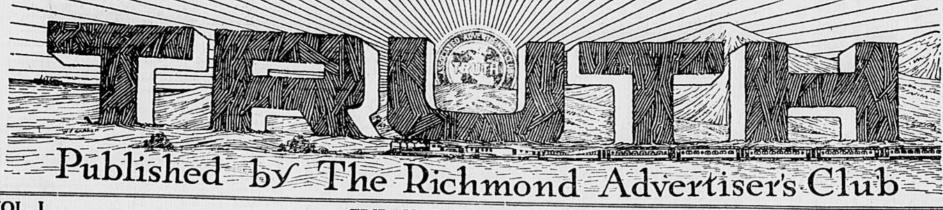
608 Enst Broad Street.

Oysters and Clams All the Year Round

SEA FOOD A SPECIALTY



OFFICERS OF President, M. S. Knight; Vice-President, 8. T. Leaming) Raymond Massey Trensurer, Ralph Dombrower Address commun.



FRIDAY, OCTOBER 1, 1920

We Meet Today at the

HOTEL RICHMOND

All of us are glad that Prof. H. H.

Seay, Jr., will resume his courses of

lectures today on "The Economics of

Merchandising." Mr. Seay's subject

today will be "Meaning and Signifi-

There will be important business to

come before the meeting today, and

process owned and controlled by them. These coats, when ordered, are shipped to the buy-

Desiring to emphasize the value and sav-

contract with the owners of the process.

the shady, the ignorant dealer?

you real money

comparative prices.

Newspaper, Magazine and General

Advertising Planned, and Profitably Placed.

WANT TO SELL

REAL ESTATE

ALLAN, SAVILLE

& SNEAD, Inc.

501-2-3 Ry. & Power Bldg.

Phone Randolph 3326-3327

a full attendance is requested.

cance of Value."

M. S. Knight S. T. Lesming Robert Saville

No. 34

NEW YORK

 $Um-m_M!$

Great!

COMPETITIVE ADVERTISING

advertising does nothing more than take

money from one man and give it to another,

by merely diverting business from one chan-

nel to another. "If your advertising gets

people to brush their teeth with So-as-you-

don't," asserts a reckless writer, "it's the

same thing as getting them to do it with

So-as-you-do. The main idea is to keep the

teeth clean, and the advertising of forty kinds

This is as far from true philosophy as it

is from practical business sense. As well

might it be asserted that where one blade of

wheat will grow there is no excuse for two:

that since one razor will shave there should

be no more on the market, or that because one make of automobile gives good service

it should have a monopoly.

The false philosophy fails to take into

consideration the vital fact that competitive advertising, even more than competitive production, is the great constructive force in modern business.

Advertising creates demand; competitive

Desiring to emphasize the value and savings to be had through their method of selling, this firm advertised "Direct From Factory," which, of course, was technically true, though there was no particular saving to the buyer in the fact that the goods were shipped from the factory, and the idea that the firm owned the factory. Other statements in the advertising were somewhat misleading, but, in conference with the officers of the firm, their good faith was apparent and, when the ambiguity and misleading character of the statements was pointed out, they promptly promised entire elimination of any doubtful expressions.

Advertising creates demand: competitive advertising develops public taste and compels tooth paste today where one person was using one kind forty years ago, the benefit to the public as well as that to the many manufacturers is due to competitive advertising is not duplication or waste. It is the speaking soul of busings public demand and the spur to better and more varied production. The line of business that is dominated by monopoly is dead or dying, and it has no message. But for virile upbuilding competition there would be no advertising at all.

BETTER BUSINESS BULLETINS

Comparative Prices vs. Former Prices

of its worth accepted by readers of your advertising. If, on investigation, any of

your readers disagree with you, you have advertised yourself into their ill-will;

will bear up under investigation, how about the other fellow-the unscrupulous

have opened the way for the abuse of public confidence in advertising which costs

and secure greater acceptance if you say: "formerly priced," "regularly priced,"

"reduced from," or some such expression. Such terms leave the shopper to decide

as to the comparative worth of the articles. The Bureau disapproves the use of

Saddest part of all-this is going on right under our noses every day.

Virginia Trust Company

The Safe Executor

RICHMOND, VIRGINIA. Please Remember This-Our Business Is That of Acting as Executor,

Guardian and Trustee.

Established 1892-Twenty-Eight Years Ago-for That Purpose.

Appropriate Any Time.

Wynne's

Ice Cream

MADISON 3510.

FRESH STRAWBERRY

every one feels contempt for what is believed to be a lie.

When you say a thing is "worth" a certain price, you seek to have your opinion

Assuming that you are so very particular that your comparative prices always

By placing the dignity of your acceptance upon a most variable practice, you

On the other hand, if your "worth" figure is honest, it will carry more weight

The Better Business Bureau of Richmond, Inc.

advertising at all.

of tooth paste is a sad waste of dollars.'

The erroneous idea is again set affoat that

W. S. Campbell Gervas Taylor E N. Eschiel R. P. Harrison Address all com-

CECIL, BARRETO & CECIL

Advertising

Aradon means Best

Coffee Rice

RICHMOND

Calling to your attention the

best place for business men

Murphy's

Dining Room

Eighth and Broad.

Stocks and Bonds

We have excellent facilities for the handling of securities

LOCAL SECURITIES

EUGENE R. JONES & CO.

TRY US

Williams Printing Co.

Richmond Branch, toom 214 Amer. Nat'l Bank Bidg

CONSULTING ACCOUNTANTS.

Home Office, 100 Broadway, New York,

on all markets.

and women to eat-

POPULATION OF RICHMOND

172,550 171,667

—Richmond City Directory, Published June 1, 1920. -Census Report, Published August 26, 1920.

8

883 -Difference.

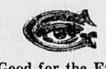
Have you a complete City Catalog on your desk?--The City

HILL DIRECTORY CO., Inc. Publishers, Mutual Building, Richmond.

Virginia Engraving Co., Inc.

Photo-Engravers Artists and Designers

8 and 10 North Eleventh St., Phone Randolph 318.



Good for the Eyes

Kodak Hendquarters.

The Safe-Cabinet The World's Safest Safe' ears the Highest Endorsement of the Underwriters' Laboratories.

Underwriters' Laboratories Underwriters' Laboratories Inspected Safe Chas B No.

THE SAFE-CABINET COMPANY M. Friedman, Agency Manager 13 North Seventh St. Midison 207. Bichmond, Va

should have their accounts stated in conformity with the Federal Tax requirements and scientific accounting.

We invite you to come in and tak over your accounting and tax problems, or at your request we stall call at your office. Pullen, Henderson &

Company, Certified Public Accountants chmond, Lynchburg, Raleigh,

PURE TO FRUIT

Ask for

VOL. I.

VACATION TIME IS OVER

is here and soon winter will be with us.

Vacation time is over and we return to the

tasks that are in front of us with a spirit

of renewed determination to do better and

activities of your club? Have you been rest-

ing through the summer months? Then it

is time for you to get in harness again; it

is time for you to get interested in what your

It is an old and true saying that a chain is no stronger than its weakest link. If there

are a lot of weak links in the Advertising

Club it naturally follows that the club will

Some think that when they have paid their

be unable to work at its greatest efficiency.

dues they have done their part by the club.

Such is far from the truth. The club needs

your help, your enthusiasm, your work, more

than it needs your money. With the fall

and winter months just around the corner,

let us buckle down to brass tacks again and

put the Richmond Advertising Club over in the "zippy" fashion that has always char-

Are you reading the BETTER BUSINESS

BUREAU BULLETINS published each week in the TRUTH SHEET? Mr. Leaming is dis-

seminating a lot of useful information in

these bulletins, and if you are not reading

them, you should. The Advertising Club is

the parent of the Better Business Bureau.

even though some of us are treating the

Bureau like a stepchild. It is to your in-

terest to be interested in the Better Busi-

ness Bureau-find out what they are doing

WHOLESALER CANNOT DESCRIBE

HIMSELF AS MANUFACTURER

ed down a ruling to the effect that, unless

a firm actually manufactures the goods it sells, it may not represent itself as a mill.

The Franklin Knitting Mills was cited for

unfair competition in buying and selling knit goods. This firm conducted a wholesale or

jobbing business only, and, at the time its name was adopted, there was in existence The Franklin Knitting Mills, Inc., which was a

long-established firm engaged in the manu-

which frequently crop up wherein dealers in clothing and other goods describe themselves

UNINTENTIONALLY MISLEADING

Illustrative of the way in which thought-

lessness may lead to misleading statements

in advertising is the case of a firm which conducts a mail-order business in raincoats

This ruling is of importance in the cases

The Federal Trade Commission has hand-

and then help them do more!

facture of knit goods.

FLORIST

115 East Main Street.

Phones, Madison 1117-1118.

Electric Motors

Repaired

QUICK SERVICE

motors and generators

Wingfield & Hundley

We Want You on Our Books

First National Bank

The Oldest Bank in Richmond.

Interest in Savings Department Begins the First Day in Each Month.

Vhy Not Rent a Safe Deposit B.

Will Do Anything a Gor Bank or Trust Company Can Do for You.

All the season's flowers are

with all their beauty and

acterized the organization.

club is endeavoring to do for Richmond.

Have you been taking a vacation from the

larger things than ever before.

The good old summer time is gone. Fall

MAXIME'S Sold Everywhere

MAXIME'S

better have WHITTET print it.

WHITTET & SHEPPERSON Printers

INSURANCE

SURETY BONDS

Gibson, Moore & Sutton, Inc.

308-9-10 Mutual Building.

The Times-Dispatch

Advertising Department.

Fighth St., between Main and Franklin RICHMOND, VA.

REMEMBER!!

has a distinctive service to render Advertisers. Ask the

Randolph 1

which are made for the company by a new Mosmiller

SPIGEL: STUDIOS ADVERTISING

IOIZ T.D.BLDO.

D. A. PRENTISS

Oldsmobile

COLUMBIA STORAGE

BATTERIES.

Grant

Saxon

FREDERIC

AVORING EXTRAC BEST BY EVERY TEST Largest Selling Brand in U. S. C. F. SAUER CG. RICHMOND, VA.

Electrical Work of Every Description

MORRIS HUNTER

This Space Reserved for

COTTRELL SADDLERY CO.

CHER'C

Richmond, Va.

We Are Pleased to announce that our Bank has

And that our Directors have declared dividend No. 103 of 4% to our stockholders, which dividend is payable October 1st.

Maccar Trucks

Is the verdict of many users

KING-WILSON MOTOR

CORPORATION

W. Brond St.

The Union Bank of Richmond 1104 Enst Main Street.

The Best Stenographer in the World So say all users of the Ediphone ystem. We will gladly install n your office, on your own work, n a result proving basis.



726 East Main Street.

Worm-Drive Motor Trucks

Note, first, that DAY-ELDER TRUCKS are built of very finest materials money can buy, and second, they are the most reasonably priced WORM DRIVE trucks on the market. INVESTIGATE! KLINE KAR SALES CO., 605-613 West Broad Street. Bichmond, Va.

SAN CARLOS **HAVANAS**

Section to distribute Assessment Control of the Con

10c Straight and 2 for 25c \$4.50 and \$5.50 Per Box

Frank Moriconi & Co. Tenth and Main Streets.

The Firms Who Are Wise AD-VISE

"No Car Rides or

Drives Like the

CADILLAC."

Where Governor Street Meets Franklin, Richmond, Va. Phone Madison 1896.

"Printing of Distinction"

JONES

Motor Car Co.

Brown Print Shop

Water Supply Equipment

Made by FRANKLIN-CARO CO. Richmond, Va. We Think Better Printingas well as print Better Advertising

Tastiest

Blend of the

Mellowest Fruit Flavors

The Shop of Better Printing Garrett & Massie, Inc. 1309-11 E. Franklin Street

11-13-15 N. Fourteenth St. Phone Madison 989 Madison 7394 American Audit Company Guilding on Glass, Cornice Signs PUBLIC ACCOUNTANTS. Show Cards, Bronze, Brass

Pressed Metal Signs Made Grace Sign Co.

Nickel and Etched Glass Signs

STEREOS

and MATS

Ad Club Members can get

quickest and best service in

VIRGINIA STATIONERY CO.

Ninth and Cary

our modern plant.

ALLAN TALBOTT Resident Mg For Best Work and

Satisfaction Go to Southern Auto Repair Company, Inc.

920-922 West Broad Street. Richmond, Va.

You Can Have Your Old Carpets

PRIME RIBS OF BEEF

RichmondCafeteria

New Rugs

RICHMOND AWNING CO.

214 North Ninth Street,
Agents for Virginia and N. Caroline

NOTICE!

Circulation, Over 100,000 Special sale on Screen Doors for one week. Prices from \$2.79 up, including all fixtures. Come in and compare our prices with others. Established 1840

The Southern Planter Semi-Monthly Offices: 28 North Ninth Street

he Oldest Agricultural Journal

P. O. Drawer 1236 Richmond, Va.

Sydnor Pump and

Well Co., Inc.

1310 East Main Street,

Richmond, Va.

Newton-Woodward Hardware Corp., 616 East Broad Street.

'S. & H." Premiums in your home are inside evidence of Thrifty Outside Habit.



(In) 2105

save money for millions THE Sperry & Hutchinson Co.

106 North Seventh Street.

WATCH IT relephones: Mnd. 9452, Ran. 155